

## Current Research You Can Use

Video content once reserved to limited distribution and schedule is now readily available - on demand - on Internet properties big and small. The rush of video content online has been met with near insatiable consumer demand, and intense advertiser interest. Burst recently undertook a survey of more than 2,600 online respondents to get a better idea of their consumption of online video, and their perception of advertising placements within it.

The survey found that seven out of ten (69.5%) respondents actively view video content on the web. Men are significantly more likely than women to view online video content, 76.0% versus 60.2%, respectively. Viewing online video content is not an activity restricted to youth. In fact, the Burst study found that age segments 35-44 years and 45-54 years were as likely to view online video content as the 18-24 years segment. Among respondents who do view online video;

### ✓ Two Out of Three View Online Video at Least Once a Week

Nearly two-thirds (63.0%) of respondents who view online video content do so at least once a week. Men are significantly more likely than women to view online video content at least once a week - 70.3% versus 53.4%, respectively. **(Chart 1)**

Males 18-24 years are the most frequent consumers on online video content; one-third (35.1%) view online video content at least once a day.

### ✓ At Home Most Likely Place to View Video Content

Nearly three quarters (72.9%) of respondents who view online video are "most likely" to do so "at home". The home is followed by work (15.3%) and school (3.5%) as the place respondents are most likely to go online and view video content.

### ✓ News & Entertainment Most Popular Content to View

Overall, respondents cite news clips (44.9%) as the most popular video content to view. This is followed by movie trailers/advertising (36.7%), comedy (34.5%),

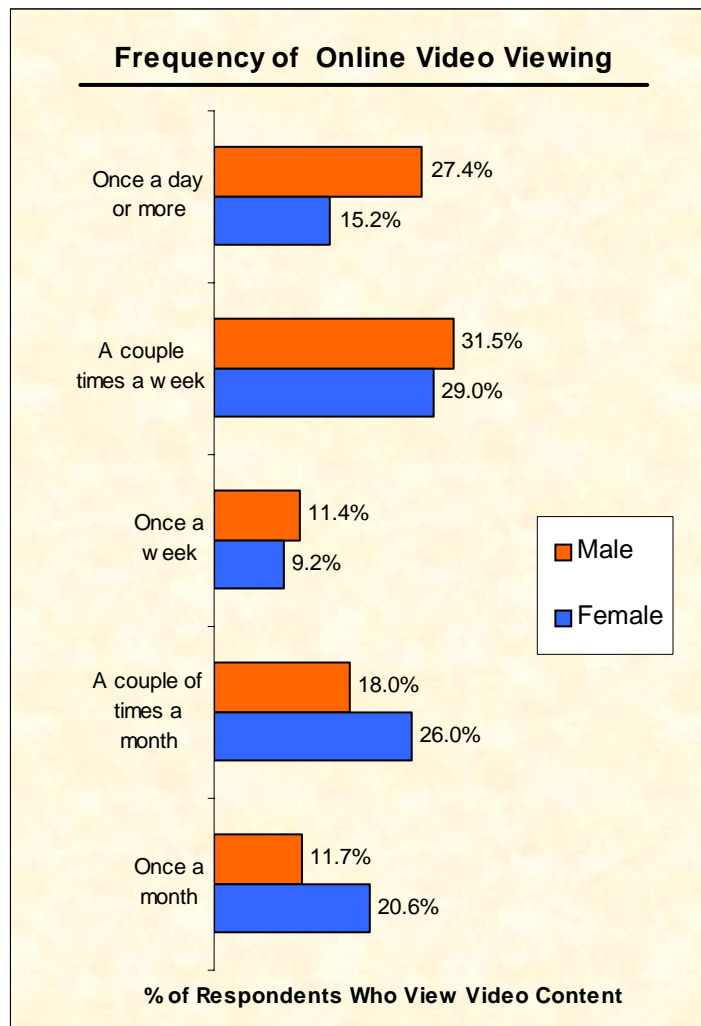


Chart 1 – Frequency of Viewing Online Video Content  
Source: Burst Proprietary Research, Nov. 2006, n=1,815

music (32.1%), TV shows/clips (31.0%), entertainment news/reviews (29.8 %), sports/sports news (27.7%), instructional/how-to (18.3%), home/user generated video (14.8%), political (13.5%), and cooking video (6.2 %).

Among age segments there are significant differences in the types of online video content consumed. **(Table 1)** Entertainment rules with respondents 18-24 years – with movie trailers/advertising

(49.4%), music (49.2%), comedy (47.0%), and TV show video /clips (46.4%) clearly leading all other types of video content in popularity. Entertainment content, along with news clips is

|                            | Views Specific Content |             |             |             |                    |
|----------------------------|------------------------|-------------|-------------|-------------|--------------------|
|                            | 18-24 years            | 25-34 years | 35-44 years | 45-54 years | 55 years and older |
| News clip                  | 29.4%                  | 40.1%       | 49.3%       | 46.3%       | 55.4%              |
| Movie trailers/attractions | 49.4%                  | 40.5%       | 41.1%       | 29.8%       | 23.8%              |
| Comedy                     | 47.0%                  | 39.6%       | 35.5%       | 26.5%       | 26.6%              |
| Music                      | 49.2%                  | 42.2%       | 33.6%       | 23.5%       | 14.0%              |
| TV shows/clips             | 46.4%                  | 40.3%       | 30.9%       | 21.9%       | 18.5%              |
| Entertainment/reviews      | 33.2%                  | 31.9%       | 30.9%       | 28.8%       | 23.7%              |
| Sports/sports news         | 25.1%                  | 34.8%       | 31.4%       | 21.2%       | 23.6%              |
| Instructional/How-to       | 12.1%                  | 13.6%       | 20.6%       | 21.5%       | 21.2%              |
| Home/User Generated        | 19.4%                  | 19.5%       | 15.0%       | 11.5%       | 9.1%               |
| Political/advocacy group   | 8.4%                   | 13.7%       | 17.5%       | 9.6%        | 16.9%              |
| Cooking                    | 3.8%                   | 6.6%        | 4.2%        | 6.7%        | 10.7%              |

**Table 1 – % of Respondents Viewing Specific Content**  
**Source: Burst Proprietary Research, Nov. 2006, n=1,815**

most popular with respondents 25-34 years. Among all other age segments, news content is the leader.

✓ **Half Recall Advertising in Online Video – Can Cause Site Abandonment**

More than half (56.3%) of online video viewers recall seeing advertisements in content they have watched. Among respondents, one out of two (52.7%) say they typically continue watching video content once they encounter an advertising unit; 40.4% say they typically stop watching. Interestingly, one-quarter (27.9%) of respondents who stop watching video content once they encounter an advertisement also say they immediately leave the website.

✓ **One-Quarter Say Video Advertisement More Effective Than Standard Creative Units**

One in four (25.7%) respondents who recall advertisements in online video content say they pay more attention to the video ad than they typically do to standard creative units on the same web page; 41.8% say they pay neither more nor less attention to video ads. One in five (21.1%) say they pay less attention to video advertisements than they do to standard creative units on the same page.

Advertising placement in online video is not met with overwhelming consumer approval. In fact, three quarters (77.5%) of respondents say advertisements in online video are intrusive – and nearly two-thirds (62.2%) say advertisements in video content disrupts their web surfing experience. Women are more likely than men to say advertisements in video content disrupt their web surfing experience, 65.2% versus 59.8%.

How you can use this information;

**Understand The Mindset Of Video Consumers:** Video content is a vast treasure-trove of information and entertainment for web surfers. It is also a potential advertising treasure trove for marketers. However, marketers must tread carefully as they weed their way through the video content advertising forest. Online video consumers are not yet willing to exchange their uninterrupted viewing experience for advertising messages. For online video

advertising to be truly effective, advertisers need to use approaches that fit this consumer mindset. Using shorter spots distinct from offline creative is potentially one way of capturing consumers' attention; and perhaps garnering greater consumer acceptance of advertising placements within online video content.

## A u d i e n c e   H i g h l i g h t s

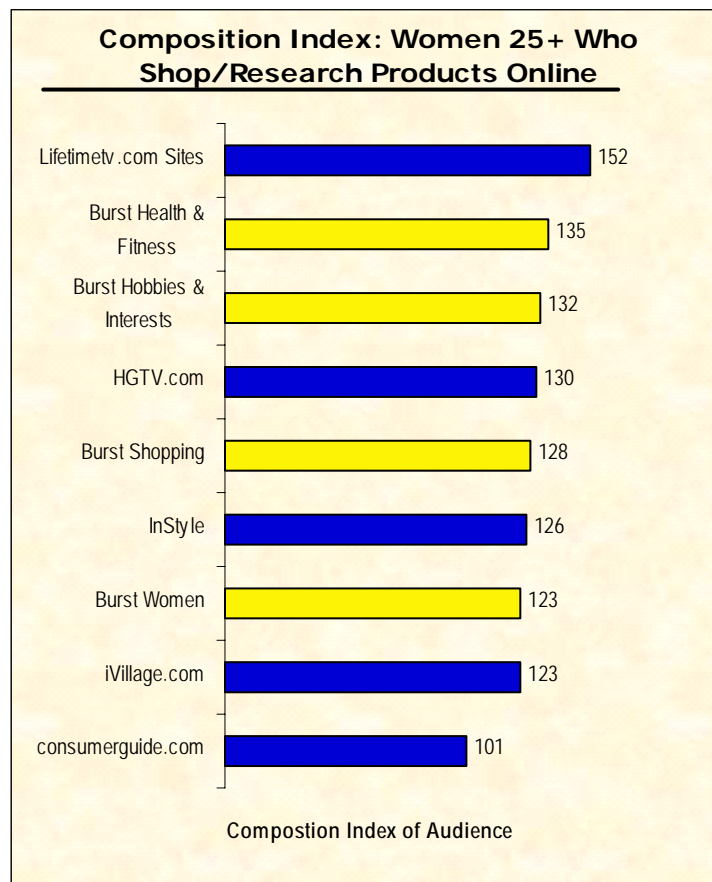
As the primary decision maker in household purchases, women represent a crucial market for advertisers. For many women, the Internet provides a convenient and time saving way to make household purchases; for many more, it provides essential information for making more informed purchasing decisions - both online and offline. To help marketers reach women, Burst offers a number of content channels that draw a significant percentage of their audience from this important segment. **(Chart 2)**

- ✓ The Burst's [Health & Fitness channel](#) provides information on keeping the body looking and feeling good with guides on exercise, nutrition, and fashion. More than half (53.6%) of channel visitors say the Internet is their primary source of information on products they are considering purchasing. Two-thirds (65.3%) of channel visitors shopped online in the past six months.

- ✓ Burst's [Hobbies & Interests channel](#) provides information to the enthusiast who devotes their spare time to their favorite leisure activities such as photography, crafts, and woodworking. During the past month, 39.3% of channel visitors went to the movies, 31.3% purchased a music CD/MP3 and 37.0% purchased a movie video/DVD. Additionally, two-thirds (66.4%) of channel visitors shopped online in the past six months.

- ✓ Burst's [Shopping channel](#) provides classifieds, catalogs, buying guides and coupon resources. More than half (55.3%) of channel visitors say the Internet is their primary source of information on products they are considering to purchase. Two-thirds (64.2%) of channel visitors say they shop online.

- ✓ The Burst's [Women's channel](#) is a collection of web sites that provide women with information to succeed in all aspects of their lives. Topics covered in the channel include; money and careers, health and beauty, parenting and relationships. Channel visitors purchase products online – with nearly half (47.7%) saying they do so.



**Chart 2: Women 25+ Who Shop/Research Products Online**  
 Source: comScore Media Metrix – Plan Metrix, Summer 2006  
 Note: Index of 100 equal to total Internet

## Sites In The Burst Network

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Burst is always adding quality, content-rich sites to its network. All sites added to the Burst network are subject to a rigorous screening process. Burst also periodically reviews network sites to ensure they continue to meet our standards. Our continuous auditing guarantees your advertising message is placed in a high quality content environment, and is receiving the maximum exposure it deserves. Below are several of the many interesting sites in the Burst Network.



SoundClick is a music website that features both signed and unsigned bands.

You will find well-known artists, but the driving force is hundreds of thousands of great unsigned bands looking for their big break. For music-lovers SoundClick provides tons of great bands and full-length songs. All songs are available in streaming audio, and most are also available as free legal MP3 downloads. For bands, SoundClick is one of the best ways to promote their music on the internet. Bands get unlimited web space to set-up message boards, news features, mailing lists, lyrics, song story pages, member pages, and contact information. Nearly three out of five (59%) of SoundClick's audience is 24 years or younger – and 70% is male.



Universal Nightlife covers more than 30 major U.S. cities and provides visitors with up-to-date nightlife, dining, music, movie, fashion, and special event news. The Nightlife provides comprehensive information on all forms of entertainment. Whether you're looking for information on the

hottest nightclubs and restaurants or the latest movie releases - Universal Nightlife has you covered. Universal Nightlife also covers music, fashion, gadgets, and electronics. Universal draws an adult audience –56% are 25 years or older; and an affluent audience with nearly one-quarter reporting household income of \$100,000 or more.



Airliners.net is the biggest and most visited aviation interest site on the Internet. The site draws a diverse audience – ranging from airline management to frequent air travelers to aviation enthusiasts.

Airliners.net strives to be the center of aviation online and is an always-updated resource for the worldwide aviation community. The site's photo database, biggest in the world and with unrivaled photo quality is renowned world over. Not to mention its' discussion forums, a melting pot where professionals and amateurs come together to discuss the latest happenings in the industry. The site's civil aviation forum is the most active aviation forum in the world and is a valuable resource for everyone with an interest in aviation.

## About Burst Media

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An online media and technology company founded in 1995, Burst Media ([www.Burstmedia.com](http://www.Burstmedia.com)) provides products and services for web publishers that help them attract and meet the needs of advertisers. Burst Network sells the value of specialty-content web publishers to brand-focused advertisers. Burst Direct aggregates and optimizes inventory from a larger field of publishers for large scale direct marketers. Through its technology division, Burst markets its ad management solution, AdConductor™, to web publishers. Burst Media is based in Boston; and has sales offices in Atlanta, Boston, Chicago, Detroit, London UK, Los Angeles, New York, and San Francisco.

Online Insights is a monthly publication that highlights emerging trends in online usage and purchasing patterns. Learn about the latest online usage trends and purchase patterns with your free subscription to [Online Insights](#).

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